

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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SPEAKING OF MORALE

In the field of industrial public relations one item is always assured top priority in any discussions relating to personnel and employer-employee relations. That is a growing awareness of the important part that morale plays in its role as a practical contributor to the end result of any healthy business ... productivity and profits.

We in Famous have always been proud of the many evidences of the high standard of morale among all of our employees. We have fostered and engendered this feeling of closeness ... of belonging ... of each being an important member of a team, and as a result we have grown strong ... both numerically and economically over the years. Such is the stuff morale is made of.

Morale as such is purely and simply a state of mind ... a very infectious state of mind. If you are happy at your job, bubbling over with enthusiasm ... proud of your theatre, of your staff, of your product, and above all of your company and the business you are in ... that same feeling will spread like wildfire, not only through your staff, but right into the minds of every customer visiting your place of business.

You are the key that can open the floodgates to release the greatest display of practical morale in the history of our business. If you talk BIG ... and act BIG ... You'll BE BIG, and every member of your staff will grow in stature along with you. This in turn will communicate itself to your superiors and to theirs, to complete a cycle from which all parties concerned must eventually benefit.

I've said my piece. We're in a truly great business, and we're in it because we just plain love it. Let's act like we do and we can travel in only one direction ... and that's straight ahead. And talking about morale ... remember this ... the state of your employees' morale is simply an honest reflection of your own. So ... how's your morale today, man?

D.E.K.

THREE IN A ROW

We're kinda tickled these days ... and with good cause. In three successive weeks three F.P. Canucks successfully captured the top awards offered weekly by MOTION PICTURE EXHIBITOR through its Showmanship Sweepstakes department.

Al Hartshorn started the ball rolling when he knocked off first prize for his terrific Teeners' Advisory Council deal ... The following week Jimmy Cameron wound up as top man, and strangely enough, also for his Teeners activities ... and now, in the July 11th issue of EXHIBITOR I note that the winning entry was submitted by Bill Burke ... that week's number one showman, for the really outstanding job he did in the promotion of a very successful Jay Silverheels Night in connection with his showing of LONE RANGER.

Three firsts in three weeks ... Who said that Showmanship is dead? Certainly not in our book, and if you want further evidence ... just continue reading our accounts of F.P. Showmanship in the pages of our BALLYHOO.

Congratulations again, Al, Jimmy and Bill. Incidentally, a special orchid to Bill Burke ... it just so happens that this is his third Sweepstake win in a year. Nice going.

.X.X.X.X.X.

HAROLD BISHOP REMEMBERS

Do you take the trouble to remember the people who helped you run your business during the year? All it takes to keep them happy is a brief 'thank you' note ... and everybody likes to feel that their assistance has been appreciated.

Harold Bishop out Winnipeg way doesn't forget. During the past year the Winnipeg schools were particularly co-operative and helpful in the promotion of many screen attractions, notably RICHARD III ... JULIUS CAESAR ... VANISHING PRAIRIE ... AFRICAN LION, etc. and Harold made sure that the people responsible were made aware of his appreciation.

At the close of the school year Harold sent out a personal letter to every school teacher and principal in Greater Winnipeg, thanking them for their support during the year, and inviting them to be his guests at any Winnipeg theatre during the month of July. It's a nice gesture and certainly can't help but make the recipients feel good about the whole thing.

And you know what? I'll bet that Harold and the managers of our Winnipeg theatres won't have too much trouble in enlisting the help of these people during the coming year and for many years after that ... whether it be for the promotion of a specific picture, distribution of student cards, or anything else in which the schools can be of service to us.

Do YOU keep a list of the people who help you with your job? We keep talking about Public Relations ... and here's a chance to do a real job of P.R. right on your front doorstep. Gonna do anything about it?

NOW LISTEN GUYS ...

Chet Friedman over at Metro has a good, healthy beef ... and while I don't always agree with all the complaints registered by our distributor friends ... I must take Chet's side this time.

Seems that you fellows like the radio transcriptions which Metro provides as a free service ... but it also appears that you don't consider the other fellow, who may need them after you're through... and oftentimes simply forget to return them to Chet ... which means that many of our men who could have made use of them are left stranded, after having gone to some lengths to arrange with their stations for free time.

Some transcriptions which were sent out LAST AUGUST, aren't back in Chet's office yet ... and he has had to adopt stringent measures for future control. Chet advises that from now on, any theatre which does not return the transcription immediately after it had been used will simply be stricken off the free list, and should the manager request another one ... he'll be charged an even ten bucks for its use.

O.K. that's the story ... and if you're one of the guys he refers to ... well, serves you right. So fellows ... if you want this service to continue, have a little consideration, and return the records to Chet pronto. Got it?

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WHY WILL IS CHAMP

For years, Will Harper out Kelowna way has sold more books of F.P. tickets than just about any other manager on our circuit ... and for a very good reason ... the guy really works at it.

Will holds a weekly draw for free books of tickets, which is restricted to users of these books. He advertises in his lobby and on the screen, urging holders of our books not to throw the covers away when the tickets are used up ... but to write their name and address on them and turn them in to his office. Once a week he holds a draw and presents the winners with new books ...

Not only does this create a lot of good will, and provide a lot of good advertising, but it also gives Will a terrific mailing list ... WHICH HE USES to good advantage. Incidentally ... Once a patron has turned in his book covers he is eligible, whether he is or is not in the theatre at the time of the draw. Have you ever tried it in YOUR town?

Another gimmick ... and a good one, is this. Once a year, just in advance of the July 4th American holiday, Will visits every motel in the Kelowna area and, because the operators are all good friends of his, obtains a registration list of all the guests for that particular week-end.

He then sends each a personal note and an invitation to be his guest during their stay. There aren't that many as to affect his cash business, and the good will he creates just can't be assessed in terms of dollars. So ... two good reasons why Will is still champ.

ABOUT FAN FOTOS

Most of our theatres have used wallet-sized fan fotos at one time or another with varying degrees of success. Here's a hint from Jim Cameron in Fort William.

Apparently Andy Ostrander at the Uptown in Winnipeg had ordered a stack of Elvis Presley fotos, and advised Jim that he had a thousand odd left over ... and did Jimmy want them? Who's kiddin' who? For free that guy Cameron will take anything ... (I'm only kidding James ...)

The fotos arrived and Jimmy advertised that they would be given free with every purchase of popcorn ... so wha happen? In one week he pushed out 1900 boxes of popcorn against a weekly average of 735. Not bad, huh?

The only thing that puzzles me Jimmy is this ... If you only had a thousand fotos, didn't the 900 who didn't receive any squawk? I know there's an answer ... but I'm curious,

So fellows ... whether you use fan fotos or any other simple and inexpensive premium ... like maybe the U.N. flags ... seems that you can substantially increase your corn sales ... Have you tried it lately?

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.x.x.x.x.x.

BILL DOESN'T SELL HIS SHORTS SHORT

Bill Novak of the Capitol in Winnipeg likes to see customers in his emporium, and searches out every potential sales angle in everything he has booked to appear on his screen.

For instance, recently he ran a Howard Hill archery short, and knowing that the R.C.A.F. had an archery club, he contacted the lads and offered a couple of ducats to be used in a prize draw. In addition to the two lads who won, another twenty paid a visit to his theatre to see the subject, and paid their way in.

Bill checks his newsreel continuity sheets, and the moment he sees anything of especial interest to any particular group ... he immediately gets out a memo to the membership. He has done this with B'Nai B'rith ... Hadassah ... I.O.D.E. and others. It can't help but pay off, and I just wonder how many of the rest of our gang follow thru on their shorts in the same way. DO YOU?

ANOTHER BOOK SALESMAN

Fred Tickell in Medicine Hat also has a weakness for pushing the sale of books of F.P. tickets. In addition to all the other gimmicks he uses, Fred takes an ad ... a small one ... in his daily a couple of weeks before school breaks for the summer. He simply addresses it "TO PARENTS" ... Why not give your child a book of F.P. gift tickets for passing? Price \$1.00 per book of 7 tickets, good at the Monarch and Roxy."

And Fred SELLS tickets.

MORE ABOUT STUDENT CARDS

I have a note from Joe Lefave of the Capitol in Windsor, telling how he handles the distribution of Student identification cards to the schools. Of course the Windsor Board of Education has been conditioned to their use over a period of years, and now it is merely a matter of follow-thru.

At the beginning of each school term in September, Joe sends a personal letter to every principal in the Windsor area, enclosing a sufficient number of student cards to take care of the enrolment. He explains in detail the purpose of the cards ... the saving to the student and the importance of the control factor. He also quotes Section 23 of the Theatres Act which deals with the question of admission of children etc. He suggests that the principal obtain a photo of the child, attach it to the card, sign it and make it all nice and legal, and the strange thing is ... they really do it.

In smaller cities I suggest that you fellows personally contact the principal ... and if necessary all the teachers, and work out your deals at first hand. I still think the identification card as used by Al Hartshorn in Oshawa is the best I have seen ... and not too many have written in for samples ... yet.

However ... no matter how you handle the thing in your own particular town ... get crackin' guys ... We're practically into August, and September is just around the corner. Don't wait until the kids are back at school and then start worrying about it. WE NEED THAT BUSINESS.

... .x.x.x.x.x.

I'VE JUST CHANGED MY AD...

I picked up a tear sheet from the St. Kitts' daily the other day, and the ad that caught my attention wasn't particularly fancy ... no art work ... just plain type ... but I'll bet everybody who turned to the theatre page saw it ... and READ IT.

It was headed ... "I've just changed my ad for today ..." and went on to explain that Vern had his normal small ad all set to go, but in the interim happened to sit through a showing of GEORDIE, and was so impressed by it that he just had to tell his customers about it. A few raves, the title in heavy type, and then a few extra lines commenting on a couple of good shorts he had on the same program. A very effective ad indeed ... and certainly a rest from the regular run-of-the-mill type of ad we use day in and day out.

It doesn't hurt to toss in a personal endorsement once in a while fellows ... as long as you don't overdo it. Try it, and check the reaction ... and let me know, huh?

... .x.x.x.x.x.

How's your confection business these days guys? Doing anything to try and increase sales? ... Like running a special Pepsi bottle-cap show or somethin' Huh?

INGENUITY PLUS

...

And the PLUS stands for fast thinking supported by fast action ... and I'm talking about our Willie ... Bill Burke at the Capitol in Brantford.

As sometimes happens, Bill had two 'adult' attractions booked for two consecutive three day runs, and figured that he was licked as far as juve attendance at his matinees was concerned ... but, he used that old noggin and came out better than all right.

Bill's feature on the last three days of the week was GABY ... a nice pic but not for the kids. So ... Bill contacted his booker who arranged to replace the feature on the three matinees with a Lassie pic THE PAINTED HILLS, and that's only the beginning.

Bill has a Scotch Collie of his own marked exactly like Lassie ... and he has good friends over on the Expositor. So, Willie arranged for his pooch to make personal appearances in the lobby of his theatre from 1.30 to 2.00 each afternoon ... the paper ran a terrific three column cut of the dog - for free - and Bill used a small cut in his day-before-opening ad, plus snappy copy telling the kids not to miss this chance to meet Shean Trews in person ... what a fancy handle for an animal ... but did it ever pay off.

The results were nothing short of fantastic. The kids were lined up for a block half an hour before the box-office opened, and adults by the score could be seen in the line-up with their offspring in tow ... but enough of this chit-chat ... let's see what the actual results were ...

An adult pic like GABY would normally have netted Bill some fifty young 'uns in the three matinees. His pooch and the very clever promotion brought in 1985 kids, 135 students and 420 adults. In addition, he sold some \$250.00 worth of confections.

The moral of the piece is this ... you may not own a dog, especially a collie named Shean Trews ... but if you exercise that old thinking machine of yours there are hundreds of gimmicks you can use to bolster up trade. All it takes is a little thought and the desire to turn those thoughts into action. So ... the next time you have a difficult program to sell, don't just fall flat and holler 'uncle' ... DO SOMETHING ABOUT IT.

And, Willie ... the next time I'm passing through Brantford I personally shall deliver an order of special stuffed kishka to that terrific animal of yours. Nice going boy, and my compliments on as neat a promotion as I have ever heard about.

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SAVE THOSE PENNIES

If you take good care of the pennies guys ... they'll soon turn to nice green bucks ... and brother-r-r ... do some of you need those extra bucks. Watch the postage on your mail ... some of you still persist in sending along tear sheets via first class mail where 2nd class will do the same job ... And those L.D. phone calls ... and fancy wires where a note in the mail will do. We're continually talking about economy in operation ... Let's practice it, huh?

OVER BEN'S SHOULDER

"Hi folks ... In our business, just as in any other, when a group of interested parties get together the inevitable result is a 'bull session' ... Now, a 'bull session' as the words imply, is a session where everybody 'throws the bull', and because of the nature of the participants, the subject of this session is naturally Motion Pictures, and all the problems that always have been, and still are connected with both exhibition and distribution."

"At one of these sessions, recently, it was agreed that one of the great puzzles in our business has always been 'public taste'. No one has yet been able to answer the question ... "How does the public 'smell out' the pictures or programs which become box-office attractions?" ... Many's the time when, what we think is a great picture is produced, a fortune of money spent on advertising and exploitation, and to our great disappointment the box-office results do not even come close to our expectations. On the other hand, how many times have we seen what we consider to be a small, average picture become a great box-office hit, in spite of the fact that no great amounts of money had been spent on either production or advertising? All of us who have been in this business for any great length of time can think of numerous such incidents ... and I don't think any of us have been able to come up with the answer ... certainly I don't propose to even try to give you an answer."

"All of the above has been prompted by something that is occurring right now, and while it is still puzzling, it is a very pleasant kind of a puzzle. Many of our theatres across the country have been playing such programs as:-

THE DAY THE WORLD ENDED and PHANTOM FROM 10,000 LEAGUES
THE BODY SNATCHERS and THE INDESTRUCTIBLE MAN
EARTH VS. FLYING SAUCERS and THE WEREWOLF
NAKED AMAZON and BAREFOOT SAVAGE

"Many theatres are also playing the 'DR. SILKINI ASYLUM OF HORRORS' - a comedy-horror type of stage show. All of these attractions are doing exceptional, and even sensational business, out-grossing by far many of what we consider to be great screen attractions. There is another such attraction now available to us, entitled 'GODZILLA KING OF THE MONSTERS' ... and is one of those prehistoric monster type of pictures. It was produced in Japan, with English dialogue dubbed in, and while it seems to be 'one of those things' the reports on the business in the U.S. where it has had its first engagements, are exciting enough to make us interested in booking it where it can do the most good."

"The point of all this is that when such attractions as those mentioned above are shown on our booking sheets, there has been some criticism about playing 'moronic' attractions. The only answer lies in your box-office ... and if that is what our patrons want, then that is what we should give them. Remember 'CAROUSEL'? It was as fine a production as we have seen for some time, but it was not box-office. So why should we sit in an ivory tower and sneer at what some are inclined to label as 'junk'? Will we be happier to see that same 'junk' playing our opposition to stand-out business? That's why from time to time you will find this type of attraction included in your bookings ... mixed in, of course with the so-called better type of motion pictures."

OVER BEN'S SHOULDAR (cont'd.)

"You know that old show business motto ... 'Give them what they want' is just as true today as it ever was ... maybe even more so. Theatre managers, and district managers too, should understand that when deals are made for such programs as those mentioned above, we are simply trying to 'give them what they want' ..."

"Well, that was quite a lecture, but I just had to get it off my chest ... and now, let's take a look at the 'dope sheet' and see how they're running."

THE MAN WHO KNEW TOO MUCH - "Paramount's technicolor thriller directed by Hitchcock and featuring James Stewart and Doris Day, continues to be a top box-office attraction in its key engagements. It is going into a fourth week in Toronto, and we can look forward to its being similarly successful throughout the country."

MAN IN GREY FLANNEL SUIT - "This best selling novel which has been made into a fine motion picture by 20th Century Fox is proving to be an excellent box-office attraction. It is in CinemaScope and Technicolor, and has been given top-drawer production, with outstanding performances by Gregory Peck, Fredric March and Jennifer Jones. It is going into its fourth week of a move-over in Toronto after a four week downtown run. Calgary is going into an unusual third week, and other engagements are equally strong."

TRAPEZE - "This U.A. production, which unfortunately is not available to us generally, is doing smash business. We have made deals in those situations where it is available, so those theatres lucky enough to play this attraction can look forward to top business."

WEE GEORDIE - "While not a pretentious production, this delightful British picture with a Scottish atmosphere is proving to be a strong box-office attraction, especially where full advantage is taken of the special advertising which has been developed by Jimmy Nairn's department ... Give it the attention it deserves, and you'll have a profitable engagement."

"That's my story for now, but before closing I would like to urge all who may read this not to become the prey of the 'Viewers with alarm'. There are enough bright spots on the horizon to make the future look quite rosy. Here are some of the attractions which will be shown across the country during the next few months:-

THE KING AND I ... THAT CERTAIN FEELING ... BUS STOP ...
WAR AND PEACE ... SOLID GOLD CADILLAC ... MOBY DICK ... THE EDDY
DUCHIN STORY ... HIGH SOCIETY ... THE TEN COMMANDMENTS ... and
SOMEBODY UP THERE LIKES ME.

Surely the above list is one that should make you get up on your hind legs and cheer ... so, go ahead and cheer, and tell everyone you meet that our business is alive, and full of pep, and above all, get out and hustle and SELL MORE TICKETS."

So long for now ... and, I'll be seein' you soon.

Ben Geldsaler.

DRUMBEATS ALONG THE F.P. TRAIL

CAPITOL - SUDBURY

For his engagement of D-DAY THE SIXTH OF JUNE, Jeff tied in with a local furniture dealer who came through with an excellent quarter page ad dominated by a 3-column cut of the attraction taken right out of the press book. Naturally, the store ran a 'D' DAY ... in their case, Discount Day. In return, Jeff permitted a display of modern furniture in his lobby which created a lot of interest.

Wolfe's Book Store put in a terrific window, tying in the attraction with the novel. A large banner across the entire front proved quite an eye-catcher. Wolfe's half hour radio program gave the film top billing.

Jeff was successful in tying in with the Cheerio Toy Company to promote a weekly Yo-Yo contest on his stage on several successful Saturday matinees. The excellent prizes donated by the Toy firm are on display in the lobby, with details of the contest. Every store handling the product was provided with a good display, and every one of the city's playgrounds was well covered. Keep at it Jeff ... but EVERY WEEK ... not once a month, huh?

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PARAMOUNT - KELOWNA

Well sir, it's nice to come across one guy who isn't beefing about business ... the heat, the staff or any of the other little things which are usually used as an excuse for non-participation in our Ballyhoo activities. Seems everything is pretty okay out Kelowna way ... or so Mike Hall, Will Harper's assistant tells us.

PICNIC came through with terrific business ... with a local Drug chain - Long's Super Drugstores coming through with a pretty terrific deal when they held their PICNIC of Bargains, typing in with the Paramount's playdates. The store plugged the pic on all of their radio spots ... thirty to be exact ... and a few ducats were handed out to lucky customers in the store.

Long's also footed the bill for a pretty fancy half-page co-op in the local daily, more than half of which was devoted to a press book ad right in the middle. Incidentally ... Mike tells us that Long's is one the theatre's F.P. Book Ticket agencies, and during the week of PICNIC sold over \$50.00 worth. Not bad.

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CAPITOL - REGINA

Hilliard Gunn reports that for his engagement of MAN IN GREY FLANNEL SUIT the local Tip Top Tailors devoted their entire front window to an outstanding display featuring their line of suits and advertising accessories provided by the theatre. Other good displays were spotted in every men's shop throughout the city. Hilliard took a couple of inexpensive spots on the local T.V. outlet, to excellent results.

ORPHEUM - SOO

Olga really came through with a job on ROCK AROUND THE CLOCK ... Via the medium of radio alone she estimates that the theatre received at least two hundred bucks' worth of free time ... (You think maybe she has a friend in the business ...?) The three stations ... two on the Canadian side and one on the U.S. side of the river jammed the air waves for two solid weeks with Rock 'N Roll music - you should pardon the expression - with constant mention of the Orpheum and attraction. A few ducats were handed out as prizes on quiz shows conducted by the various deejays, all plugging the show.

A stack of records was promoted from a local record bar and these were played during intermissions and before the theatre opened. The sound track music was piped into the street, and the kids were literally dancing in the streets.

Snipes imprinted with cute Rock 'N Roll lingo were plastered all over the front of the theatre and boxoffice and caused many a chuckle among the passers-by. A five foot tall, two-sided record display was set up on the sidewalk in front of the theatre which could be seen for a block in either direction.

Moore's Music Store and the new Record Bar put in good window displays, with good posters dominating the scene. Kresge's and Woolworth's put in excellent counter displays.

The Palm Gardens, local dance spot, made special announcements on the Friday night before opening, and distributed half a dozen guest tickets as prizes in their Rock 'N Roll spot dances.

So ... is that the best you can do Olga? I'm just kiddin'. You keep this up and we'll be listing your name again the next time a prize list is published.

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CAPITOL - LONDON

Murray sends along his report on GREY FLANNEL SUIT, and t'ain't bad. A good tie-up was arranged with one of the exclusive men's shops in London, and for one week in advance the merchant really went all out in selling the show. A good lobby display tied in directly with an excellent window put in by the merchant, featuring his flannel suits and numerous theatre posters. The merchant also went for fifty bucks' worth of radio time, tying in the whole deal.

Naturally, Murray talked the gent into giving away a new GREY FLANNEL SUIT on the last night of the engagement. Two good ads in the Free Press were run by the store detailing the give-away, and they also paid the shot for a man to parade the streets over the week-end, to be identified for guest admissions.

The Free Press came through with a good pic of the man awarding a guest ticket to a young lady who identified him ... with good theatre credits.

CAPITOL - ST. THOMAS

Well ... our friend Zara Ellwood is really cookin' ... but with gas. She reports her activities in behalf of MAN IN THE GREY FLANNEL SUIT, and they're outstanding.

She started well in advance by plastering every available spot in nearby Port Stanley, as well as St. Thomas and all points in between, with excellent attraction posters. Harry Wilkins Men's Store printed 2,000 coupons to be handed out for a draw on the theatre stage ... for a GREY FLANNEL SUIT, of course ... which they tossed in for free. An excellent window display was set up by the merchant publicizing the deal.

I see a list of co-op ads about a yard long ... and they're all good. Spackman Motors went all out on the deal, and offered a GREY FLANNEL SUIT free to everyone purchasing a Ford from them during the picture's engagement. Their Main Street window was chock full of advertising material and details of the promotion ... And, parked in front of the theatre was a 1906 Ford alongside a 1956 model, with excellent tie-in copy. The firm ran tie-in ads every day for a full week ... the first two, 220 lines each, followed by a two colour FULL PAGE deal, then two half pages to wind up the week. Brother-r-r ... what'd you do Zara? Twist the guy's arm?

Tower Cleaners also went for a full page co-op deal, tying in with free cleaning jobs to people who identified their MAN IN THE GREY FLANNEL SUIT who paraded the streets for a week ... also a few ducats to lucky patrons at their store.

Tip Top Tailors put in a very attractive window display, and supported it with a 170 line ad. Barnes Men's Wear also put in a very effective window display, and also came through with an ad, 330 lines in size. The Jack Fraser stores, not to be outdone, bought 1140 lines to tell the story.

I only touched the high spots in this campaign ... but believe me, it's a real pleasure to be able to report this calibre of Showmanship from St. Thomas. How about some of the rest of youse guys? Gonna let a dame steal your thunder? Huh? Nice going Zara ... and let's hear from you often.

.x.x.x.x.x.

ORPHEUM - PRINCE ALBERT

Two weeks before PICNIC was due to break, Jack Mahon made sure that radio station C K B I included the theme from the pic on all of their programs, with appropriate theatre mention. Eaton's put in a full window display, and also built a picnic display in the theatre lobby. A popular local bookstore also devoted its window to an attractive display.

Several young lads carrying sandwich boards paraded the down town district, and toured the popular band concerts where a crowd was sure to be assembled.

Jack ran a special preview of LEASE OF LIFE and MIGHTY FORTRESS for the city's clergy, which resulted in Pulpit and bulletin announcements.

CAPITOL - HALIFAX

To start the ball rolling for his engagement of D-DAY SIXTH OF JUNE, Hilary Howes set up a really terrific lobby display with the aid of the Army and Navy who loaned him equipment, photos and flags. The theatre front was draped with flags from roof to sidewalk. Good displays in Connolly's Book Store and the Book Room, as well as counter cards in Eaton's, Simpsons and the remaining book stores in the city.

A presentation of autographed books was made to the three services in the theatre lobby on opening night ... and what a picture the colourful uniforms made. C B C - TV filmed the presentation and the theatre front, and aired the shots on their 7 P.M. newscast. A five minute interview with the author, Lionel Shapiro was also televised by the station.

Both radio stations, CHNS and C B H co-operated by airing interviews with Shapiro, and tapes of an address which he gave to the Authors' Association. Several news broadcasts mentioned this address, with theatre credits. C J C H also carried the address and mentioned it on 12 spots during the day.

Hilary invited the officers of all services who had taken part in the D-DAY action to be his guests ... This received good air coverage.

The Herald ran a good three column, front page picture of Shapiro receiving an award from Provincial dignitaries, and the Mail-Star ran a two column story with pic.

A good all 'round selling job ... and business? Well, Hilary ain't cryin'.

.X.X.X.X.X.

PARAMOUNT - HALIFAX

With Freeman away on a well-deserved vacation, this week's report comes from Ron Connors, Freeman's assistant at the Paramount.

For four days in advance of his opening of FORBIDDEN PLANET, Ron ran a very cute teaser ad which attracted so much attention that it kept one person busy for four days, answering the telephone.

Ron borrowed what closely resembled a space outfit from the local recruiting station and had one of his ushers parade the streets in it. The lad was well bannered, but natch.

A local book agency went for the cost of good display cards which were placed in all local bookstore windows and on book counters throughout the city.

To wind up his selling activities, Ron arranged with the local Studebaker distributor for a couple of brand new models, which were appropriately bannered, and toured the city for several days in advance of, and during his playdates.

444 LIGHT BULBS

The other day I received a requisition from one of my theatres for 37 dozen assorted electric light bulbs ... 444 lamps in all, at a total cost of something like ninety bucks ... and this theatre can ill afford that kind of dough just at the moment.

Quite obviously the manager has paid little attention to my repeated admonitions against waiting until his supplies run right out and then placing a bulk order. He could very easily have ordered his lamps in two or three dozen lots, as the need arose, and thus avoided having to purchase several hundred at one time. The price is not a factor; as it costs no more per lamp whether you buy one or a thousand.

Economy in operation is an attribute which has to be developed just as any other phase of our operations does, but this lad just hasn't learned yet ... or maybe he simply doesn't bother to check his reserve of supplies and waits until his caretaker or someone else tells him that he's right out ...

Fellows ... let's use our heads. It looks a lot better and healthier to spend twenty dollars every other week than to show the whole amount in one chunk against a single week.

Have you checked your supplies lately, fella? So how about visiting your store-room for an inventory TODAY ... huh?

.X.X.X.X.X.

A GAMBLE PAYS OFF

BIRDS AND THE BEES has not been turning in the kind of box-office results we like to see, in spite of the fact that George Gobel's T.V. rating is still pretty high. In several situations this picture fell absolutely flat ... but in one or two it turned in amazingly good business.

Al Hartshorn had it booked in Oshawa and decided to take a bit of a gamble. He really splurged in his newspaper, exceeding his budget by about one third for this engagement ... and you know what? The business he did exceeded that of any attraction in over two months ... and he's had some pretty fair ones. So Al wound up with one of the best profits he's seen, and everybody was happy.

Gotta use that old noodle fellows ... and sometimes you just have to take a chance. Sure, you can wind up either a hero or a bum ... but that's part of the game. So ... when you see something booked which you feel requires a little special treatment in the way of added expenditures ... drop your D.M. a note requesting a budget increase. I'll bet he plays right along with you.

.X.X.X.X.X.

Are you watching those Long Distance telephone calls of yours as carefully as you might? They can run into an awful lot of very important bucks in the period of a month. How about it?